



AUTOMOBILE ADVERTISING

"No tale of Aladdin's lamp is more marvelous—the full development of an industry from infancy to maturity in a decade; a decade in which merchandising methods went the full gamut of evolution. . . . Out of the troublous past is emerging a great and powerful industry, with its merchandising methods safely grounded on the solid rock of national advertising."
 —From report on Automobiles, by the Curtis Division of Commercial Research.

This industry which, free from hampering tradition and precedent, seized so early upon national advertising as its chief support, also determined early upon The Saturday Evening Post as a chief pillar in that support.

Note the growth of the advertising of automobiles, parts and accessories in the Post, as shown in the tables which follow:

Total Advertising of Automobile Classification in The Saturday Evening Post

Year	Lines	Amount
1909	83,841	\$ 298,668.46
1910	173,162	782,704.89
1911	218,855	1,218,428.11
1912	292,134	1,737,407.79
1913	316,843	2,099,495.10
1914	346,421	2,385,458.18

A further analysis of the figures shows some interesting tendencies, as follows:

Growth in Number of Automobile Advertisers and Unit of Space in The Saturday Evening Post

	1909	1910	1911	1912	1913	1914
Number of advertisers . . .	65	109	108	121	128	124
Number of advertisements	274	420	517	678	628	763
Ave. unit of space (lines)	306	412	423	431	505	454
Cost of ave. unit of space	\$1,090	\$1,863	\$2,357	\$2,563	\$3,343	\$3,126
Ave. investment per advertiser	\$4,595	\$7,181	\$11,282	\$14,359	\$16,402	\$19,238

It is worth noting, in passing, that these sums for advertising in The Saturday Evening Post, large as they are, represent only about one-

half of one per cent. of the retail sales of the industry.

. . . .

There has been a steady increase in the number of large space units used, which for the past three years has been as follows:

Number of Full Pages of Automobile Advertisements in the Post

1912	1913	1914
338	407	416

In 1912, 79% of the automobile advertising in the Post was in page or larger space.

In 1913, 87% of the automobile advertising was in page or larger space.

In 1914, 82% of the automobile advertising was in page or larger space.

There were in 1914 five automobile advertisers each of whom invested \$100,000 or more in Saturday Evening Post space. Never before had there been more than one.

. . . .

These facts are important in their bearing upon the advertising plans of automobile manufacturers.

They are even more important, however, to other industries which have not as yet "run the full gamut" of merchandising evolution.

There are several great industries to which the same sort of development is possible if they will follow the same bold lines of attack.

Manufacturers in various lines may be interested in a 36-page booklet which we have just published, entitled "The Merchandising of Automobiles." A copy will be sent upon request.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA